

FOR IMMEDIATE RELEASE
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CONTACT: Name
Phone Number

“What’s Your Story? Find It At The Library!” Montana Libraries to Launch New Marketing Campaign

(CITY) – The (Name of Library) will join libraries throughout Montana on Tuesday, October 4, 2005 in launching a new statewide marketing initiative called, “What’s Your Story? Find it at the library!” The marketing campaign is a multi-year effort designed to reach out to various Montana populations and remind them that Montana libraries are (fill in key message here.) The first year of the “What’s Your Story?” campaign will target Montana senior citizens.

“We targeted senior citizens in the first year of the campaign because they are a quickly growing segment of Montana’s population,” said Darlene Staffeldt, Montana State Librarian. “As a result, Montana libraries have seen an increase in their senior patrons. This campaign will help us to serve this segment of the population in exciting new ways.”

The (Name of Library) will launch their part of the marketing effort by celebrating at their library located at (insert address here) on October 4, 2005 from (insert time from when until when). (Describe activities here.)

“We hope that all members of our community, but especially our seniors, will join us in launching this innovative new outreach program,” said (name of spokesperson.) “As part of the ‘What’s Your Story?’ campaign, Montana libraries will work together to provide innovative programming, educational opportunities, and new resources, such as books, DVDs, and other library materials that are of special interest to the Montana senior citizen population.”

The “What’s Your Story? Find it at the library!” campaign is sponsored by the Montana State Library, the Montana Library Association, the Library Services Technology Act, Mountain West Bank, and AARP.

To learn more about the “What’s Your Story?” campaign or the (Name of Library) participation in the statewide launch, contact (Name of Contact) at (phone number) or (e-mail).